

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1978	1979	1980	1981	1982		
TOTAL CIGARETTE CONSUMPTION (BILLIONS) OF WHICH LOCAL MANUFACTURE	1.3	1.3	1.3	1.2	0.6		
POPULATION TOTAL (MILLIONS)	5.1	5.3	5.4	5.6	5.7		
PER CAPITA CONSUMPTION	255	245	241	214	105		
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.0	3.1	3.2	3.3	3.3		
PER CAPITA OVER 15 YRS	433	419	406	364	182		
COMPANY SHARES							
1) COMPANIA INDUSTRIAL DE TABACOS	76.5	76.5	80.5	76.2	75.6		
2) BOLIVIA AMERICAN TOBACCO	23.5	23.5	19.5	23.8	24.4		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) L & M		CITSA	39.7	42.2	47.4	53.2	38.4
2) ASTORIA		CITSA	23.9	22.3	20.8	18.8	23.8
3) CASINO		CITSA	1.0	1.3	1.6	1.8	11.5
4) COLORADO		BATCO	15.4	15.7	12.5	9.7	6.7
5) DERBY		CITSA	8.1	6.8	6.2	4.2	6.4
6) CAMBA		CITSA	2.7	3.3	3.9	3.2	4.5
7) BIG BEN		BATCO	2.0	3.0	3.3	2.9	3.4
8) MARLBORO		BATCO	1.2	1.9	2.4	4.1	2.4
9) OTHERS			6.0	3.5	1.9	2.1	2.9

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(BOLIVIA)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	75.0	76.8	78.5	80.5	75.6
FILTER MENTHOL	0.1	0.1	---	---	---
NON-FILTER	24.9	23.1	21.5	19.5	24.4
PRICE SEGMENTATION %					
PREMIUM	1.2	1.9	2.4	4.1	2.4
HIGH	39.7	42.2	47.4	53.2	38.4
MEDIUM	17.1	15.7	16.3	13.1	10.7
LOW	42.0	40.2	33.9	29.6	48.5
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100.00	100.00	100.00	100.00	100.00
TOBACCO TYPE SEGMENTATION %					
BLOND	72.1	73.1	73.7	76.2	60.1
BLACK	27.9	26.9	26.3	23.8	39.9
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.1	0.1	0.1	0.3
20 CIGTS/PACK	99.7	99.9	99.9	99.9	99.7
PACK TYPE SEGMENTATION %					
SOFT PACK	100.00	100.00	100.00	100.00	100.00
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(BOLIVIA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)					
OF WHICH LOCAL MANUFACTURE:	136.5	136.9	142.3	134.4	131.7
POPULATION TOTAL (MILLIONS)	112.9	115.7	119.1	122.1	125.3
PER CAPITA CONSUMPTION	1209	1183	1195	1101	1051
POPULATION OVER 15 YR OF AGE (MILLIONS)	69.8	71.9	74.1	76.2	78.3
PER CAPITA OVER 15 YRS	1956	1904	1920	1764	1681
SMOKER INCIDENCE					
% OF TOTAL POPULATION	42.0	40.0	40.0	37.4	37.0
% OF FEMALE POPULATION	31.0	30.0	30.0	27.9	27.6
% OF MALE POPULATION	55.0	52.0	51.0	47.6	47.1
COMPANY SHARES					
1) P.M.	6.4	7.4	7.7	8.3	8.2
2) B.A.T.	83.9	82.7	82.7	80.4	80.8
3) R.J.R.	8.7	8.8	8.2	9.3	8.9
OTHERS	1.0	1.1	1.4	2.0	2.1

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(BRAZIL)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) HOLLYWOOD	C.C.S.C.	B.A.T.	22.6	25.0	29.5	28.5	28.8
2) ARIZONA	C.C.S.C.	B.A.T.	16.4	17.6	16.9	16.1	13.1
3) CONTINENTAL	C.C.S.C.	B.A.T.	16.8	15.8	15.2	14.1	12.7
4) MINISTER	C.C.S.C.	B.A.T.	17.5	14.2	10.5	10.2	8.7
5) PLAZA	C.C.S.C.	B.A.T.	---	---	---	0.4	6.3
6) RIVER	R.J.R.	R.J.R.	1.0	2.1	2.4	3.3	3.6
7) CARLTON	B.A.T.	B.A.T.	2.3	2.6	3.1	4.0	3.4
8) MONTEREY	P.M.B.	P.M.	2.1	2.6	2.9	3.2	2.4
9) GALAXY	P.M.I.	P.M.	0.8	1.4	1.9	2.3	2.3
10) VILA RICA	R.J.R.	R.J.R.	1.9	2.0	2.2	2.3	1.5
11) CASINO	C.C.S.C.	B.A.T.	---	---	---	---	1.5
12) ELMO	C.C.S.C.	B.A.T.	0.4	0.5	0.3	0.4	1.2
13) CHARM	C.C.S.C.	B.A.T.	1.3	1.7	1.7	1.6	1.1
14) MUSTANG	R.J.R.	R.J.R.	0.2	0.5	0.8	0.8	1.1
15) LS	R.J.R.	R.J.R.	1.2	1.3	1.1	1.2	1.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			93.3	95.3	96.3	96.5	95.7
FILTER MENTHOL			0.1	0.2	0.2	0.2	0.1
NON-FILTER			6.6	4.5	3.5	3.3	4.2
PRICE SEGMENTATION %							
PREMIUM (0.71 TO 0.85)			6.6	7.3	7.8	8.5	6.7
HIGH (0.53 TO 0.63)			62.6	61.5	62.2	60.5	59.5
MEDIUM (0.43 TO 0.49)			25.1	27.2	26.4	27.1	27.6
LOW (0.27 TO 0.39)			5.7	4.1	3.6	4.0	6.2

US\$ 1.00 = Cr\$ 396,03

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(BRAZIL)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW (0 - 6 mg.)				0.1	0.3
LOW (6 - 10 mg.)	0.8	1.5	3.1	4.3	4.9
MEDIUM (10 - 15 mg.)	---	1.2	6.0	8.4	7.8
HIGH/FULL FLAVOR (15 mg and over)	99.2	97.3	90.9	87.2	87.0
TOBACCO TYPE SEGMENTATION %					
BLOND	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.9	3.1	2.3	1.9	1.6
80 mm to 85 MM	88.9	90.3	91.1	91.0	90.8
95 MM TO 99 MM	0.1	---	---	---	---
100 MM	6.0	6.5	6.1	6.5	7.0
OVER 100 MM	0.1	0.1	0.1	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	92.3	93.3	93.8	92.9	94.4
FLIP TOP BOX	7.6	6.6	6.1	7.0	5.5
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	3	3	3
I) SAMPLING	1	1	1	1	1

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(BRAZIL)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	94.2
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	332.4
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	15.870.1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION					
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	9.4	9.7	10.0	10.4	9.7
IMPORTED FROM 1) Philip Morris	Approximately 1.0%	Imported	per year.		
2) B.A.T.	"	"	"	"	"
POPULATION TOTAL (MILLIONS)	10.9	11.1	11.2	11.3	11.5
PER CAPITA CONSUMPTION	876	962	990	900	855
POPULATION OVER 15 YR OF AGE (MILLIONS)	----	----	75%	----	----
SMOKER INCIDENCE					
% OF TOTAL POPULATION	----	----	----	59%	----
% OF FEMALE POPULATION	----	----	----	32%	----
% OF MALE POPULATION	----	----	----	27%	----
COMPANY SHARES					
1) PHILIP MORRIS (TABINSA/I.T.M.)	----	----	2.1%	6.2%	5.5%(to Aug.)
2) B.A.T. (C.C.T.)	99%	98%	97.9%	93.8%	94.5 - 99%
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER		
1) MARLBORO	P.M.	TABINSA/I.T.M.	----	1.7%	2.1%
2) CHESTERFIELD	P.M.	TABINSA/I.T.M.	----	.5%	.4%
3) EVE	P.M.	TABINSA/I.T.M.	----	.4%	.4%
4) MARK TEN	P.M.	TABINSA/I.T.M.	----	----	----
5) MONTEREY	P.M.	TABINSA/I.T.M.	----	----	1.0%
6) BOND	P.M.	TABINSA/I.T.M.	----	2.0%	3.2%
7) HILTON	B.A.T.	C.C.T.	----	10.6%	9.1%
8) KENT	B.A.T.	C.C.T.	----	5.4%	5.9%
9) DERBY	B.A.T.	C.C.T.	----	12.0%	11.8%
10) VICEROY	B.A.T.	C.C.T.	----	10.0%	15.4%
11) BELMONT	B.A.T.	C.C.T.	----	13.0%	12.0%

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(CHILE)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	91.4%	92.6%	94.0%	96.0%	96.7%
FILTER MENTHOL				1.0%	1.3%
NON-FILTER	8.6%	7.7%	6.0%	3.0%	2.0%
PRICE SEGMENTATION %					
PREMIUM (IMPORTED CIGS.)					
HIGH	N.A.	\$.70- 2.1%	\$.80- 2.0%	\$.95- 1.3%	N.A.
MEDIUM	N.A.	\$.57-24.0%	\$.70-26.0%	\$.85-28.6%	N.A.
LOW	N.A.	\$.38-34.0%	\$.50-27.0%	\$.75-30.5%	N.A.
ECONOMY	N.A.	\$.25-40.0%	\$.40-42.0%	\$.55-39.7%	N.A.
TOBACCO TYPE SEGMENTATION %					
BLOND: VIRGINIA	----	----	98%	97%	----
PACK TYPE SEGMENTATION %					
SOFT PACK	----	----	97%	96.4%	----
FLIP TOP BOX	----	----	----	3.6%	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	3	3
C) NEWSPAPERS	1	1	1	3	3
D) MAGAZINES	1	1	1	3	3
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	1	1	3	3
I) SAMPLING	1	1	1	3	3

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(CHILE)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	N.A.	N.A.	N.A.	YES	YES
B) CARTONS	N.A.	N.A.	N.A.	YES	YES
C) ADVERTISING	N.A.	N.A.	N.A.	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	N.A.	N.A.	N.A.	NO	NO
B) CARTONS	N.A.	N.A.	N.A.	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	N.A.	N.A.	N.A.	NO	NO
B) CARTONS	N.A.	N.A.	N.A.	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	NO	NO

2500085305

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	---	20,880	21,284	21,015	19,645
OF WHICH LOCAL MANUFACTURE:	---	19,440	19,380	19,785	18,495
IMPORTED FROM: 1) U.S.A.	---	1,440	1,884	1,076	856
2) ECUADOR	---	---	20	154	294
POPULATION TOTAL (MILLIONS)	---	26.5	27.3	28.1	28.9
PER CAPITA CONSUMPTION	---	788	780	748	680
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	13.3	14.2	15.2	16.3
PER CAPITA OVER 15 YRS	---	0.63	0.67	0.72	0.56
COMPANY SHARES					
1) CIA. COLOMBIANA DE TOBACO (COL)	---	77.1	72.5	72.4	69.0
2) PROTABACO S.A. (PRO)	---	10.9	14.4	18.0	21.6
3) LA NACIONAL DE CIGARRILLOS (NAL)	---	5.1	4.1	3.8	3.8
4) PHILIP MORRIS (PM)	---	0.7	5.0	4.4	4.0
5) OTHER IMPORTS	---	6.2	4.0	1.4	1.6

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(COLOMBIA)

1978

1979

1980

1981

1982

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)PIELROJA REG	COL	COL	---	42.1	40.0	38.1	31.7
2)IMPERIAL F	COL	COL	---	18.4	17.2	18.7	16.4
3)HIDALGOS F	COL	COL	---	8.1	5.6	6.0	4.3
4)KENT	B AND W	B.A.T.	---	3.4	2.4	0.9	0.9
5)NACIONAL F&NF	NAL	NAL	---	3.6	2.5	2.7	3.9
6)ROYAL	COL	COL	---	1.9	3.8	2.9	2.3
7)MARLBORO	PM	PM	---	0.7	4.5	3.6	2.7
8)MUSTANG F	PRO	PRO	---	0.1	0.2	1.5	4.3
9)MONTECARLO F	PRO	PRO	---	---	---	---	0.4
10)COMMANDER F	PM	PM	---	---	---	0.7	1.5
11)PRESIDENT F	PRO	PRO	---	10.3	13.8	16.2	25.3
12)PIELROJA FIL	COL	COL	---	5.2	3.9	4.3	3.9
13)OTHER LOCAL			---	3.3	4.0	3.8	1.7
14)OTHER IMPORTS			---	2.9	2.1	0.6	0.7

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	---	55.9	59.1	60.4	61.7
FILTER MENTHOL	---	---	---	---	---
NON-FILTER	---	44.1	40.9	39.6	38.3

PRICE SEGMENTATION

PREMIUM (USO 0.76 AND UP)	---	6.9	8.9	5.1	4.3
HIGH (USO 0.53 TO 0.69)	---	1.9	3.9	4.2	4.2
MEDIUM (USO 0.39 TO 0.49)	---	18.5	17.5	20.4	22.6
LOW (USO 0.33 TO 0.37)	---	28.6	27.9	30.7	36.2
ECONOMY (USO 0.25 TO 0.30)	---	44.1	41.8	39.6	32.7

TAR & NICOTINE SEGMENTATION%

LOW (BELOW 15MG)	---	0.00	0.00	0.6	0.5
HIGH/FULL FLAVOR (ABOVE 15MG)	---	99.9	99.9	99.4	99.5

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(COLOMBIA)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: (LOCAL)	---	20.6	21.4	23.8	21.1
IMPORTED	---	6.9	8.9	5.9	5.9
MIXED	---	11.5	15.9	17.7	32.1
BLACK	---	61.0	53.8	52.6	40.9
LENGTH SEGMENTATION %					
70 MM AND SHORTER	---	44.1	41.0	39.8	32.7
80 MM TO 85 MM	---	55.9	59.0	60.2	67.3
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	0.1	0.3	0.3	0.5
16 TO 19 CIGTS/PACK	---	44.1	40.9	39.6	38.3
20 CIGTS/PACK	---	55.8	55.8	60.1	61.2
PACK TYPE SEGMENTATION %					
SOFT PACK	---	91.5	90.3	91.7	91.8
FLIP TOP BOX	---	8.5	9.7	8.3	8.2

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(COLOMBIA)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085309

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.4	2.4	2.4	2.1	2.2
POPULATION TOTAL (MILLIONS)	2.1	2.2	2.2	2.9	2.3
PER CAPITA CONSUMPTION	1126	1099	1074	918	939
POPULATION OVER 15 YR OF AGE (MILLIONS)	1.3	1.4	1.4	1.5	1.5
PER CAPITA OVER 15 YRS	1794	1767	1699	1442	1469
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	28.3	17.9	25.3	25.0
% OF FEMALE POPULATION	---	17.8	34.6	25.5	16.7
% OF MALE POPULATION	---	82.2	65.4	74.5	83.3
COMPANY SHARES					
1) TABACALERA COSTARRICENSE, S.A.	27.6	27.1	26.4	28.4	26.4
2) REPUBLIC TOBACCO CO.	72.4	72.9	73.6	71.6	73.6

(COSTA RICA)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DELTA		R.T. CO.	48.3	50.0	47.4	43.2	43.8
2) TICOS FILTRO		R.T. CO.	---	---	5.7	11.0	12.2
3) DERBY		R.T. CO.	9.1	10.4	9.3	11.0	12.0
4) CAPRI		R.T. CO.	9.8	9.4	8.7	7.0	5.8
5) REX		R.T. CO.	4.8	4.9	3.9	3.5	3.6
6) ROYAL		R.T. CO.	---	---	1.4	3.7	2.9
7) MONTEREY		R.T. CO.	---	1.8	4.0	3.3	2.6
8) TICOS		R.T. CO.	3.6	3.4	2.8	2.2	1.9
9) MARLBORO		T.C.S.A.	0.6	1.0	0.9	1.0	1.6
10) FORTUNA		T.C.S.A.	4.4	3.8	3.5	2.3	1.6
11) SAVOY		T.C.S.A.	4.2	3.6	2.7	1.9	1.5
12) RECORD		R.T. CO.	3.4	3.0	2.7	1.9	1.5
13) BELMONT		R.T. CO.	0.3	0.2	0.5	1.2	1.4
14) WINDSOR		R.T. CO.	---	---	---	---	1.3
15) LEON		T.C.S.A.	3.4	2.6	2.2	1.7	1.2
OTHERS			8.1	5.9	4.3	5.1	5.1

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	91.0	92.2	93.4	94.8	95.8
FILTER MENTHOL	1.4	1.3	1.2	1.1	1.0
NON-FILTER	7.6	6.5	5.4	4.1	3.2

PRICE SEGMENTATION %

HIGH	9.3	9.4	7.7	7.1	7.7
MEDIUM	22.2	21.7	19.1	18.9	19.9
MIDDLE	61.0	62.5	68.0	69.9	69.2
LOW	7.5	6.4	5.2	4.1	3.2

11ES8000SZ

(COSTA RICA)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	---	---	---	---	---
VIRGINIA	3.9	3.8	3.1	2.9	3.7
MIXED	---	---	---	---	---
BLACK	---	---	---	---	---
ORIENTAL	---	---	---	---	---
OTHER(PLS SPECIFY)	96.1	96.2	96.9	97.1	96.3
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7.6	6.5	5.4	4.1	3.2
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	92.3	93.3	94.3	95.9	96.8
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	---	---	---	---	---
100 MM	0.1	0.2	0.3	---	---
OVER 100 MM	---	---	---	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	88.3	84.3	83.7	83.0	79.7
FLIP TOP BOX	11.7	15.7	16.3	17.0	20.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	---	---	3	3	3
B) RADIO	---	---	3	3	3
C) NEWSPAPERS	---	---	3	3	3
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	---	---	3	3	---
I) SAMPLING	---	---	---	---	---

(COSTA RICA)	1978	1979	1980	1981	1981
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085313

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,217.7	3,261.3	3,388.0	3,431.5	3,463.7
POPULATION TOTAL (MILLIONS)	5.1	5.3	5.4	5.6	5.7
PER CAPITA CONSUMPTION	631	615	627	613	608
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.7	2.8	2.8	2.9	2.9
PER CAPITA OVER 15 YRS	1,192	1,165	1,210	1,183	1,194
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.6	20.8	21.1	21.0	21.3
% OF FEMALE POPULATION	21.3	20.3	20.6	20.4	20.6
% OF MALE POPULATION	21.9	21.3	21.6	21.16	22.0
COMPANY SHARES					
1) COMPANIA ANONIMA TABACALERA	69.8	62.5	55.6	50.5	48.1
2) E. LEON JIMENES, C. POR A. (P.M.)	30.2	37.5	44.4	49.5	51.9
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) MONTECARLO	C.A.T.	C.A.T.	38.5	36.8	29.6
2) MARLBORO	P.M.	E.L.J.	15.1	18.7	22.1
3) CREMAS	C.A.T.	C.A.T.	16.1	12.9	12.2
4) CASINO	C.A.T.	C.A.T.	13.9	11.8	10.0
5) NACIONAL	E.L.J.	E.L.J.	7.1	9.8	12.9
				14.6	14.8

2500085314

(DOMINICAN REPUBLIC)			1978	1979	1980	1981	1982
MARKET SEGMENTATION			%	%	%	%	%
FILTER (NON-MENTHOL)			81.5	83.9	84.2	86.1	86.5
FILTER MENTHOL			2.0	2.1	2.2	2.4	2.5
NON-FILTER			16.5	14.0	13.6	11.5	11.0
PRICE SEGMENTATION							
HIGH	US\$0.90	12/82	55.0	57.4	54.8	56.8	62.7
MEDIUM	0.70	12/82	8.5	11.1	15.5	17.8	14.8
LOW	0.40	12/82	36.5	31.5	29.7	25.4	22.5
TAR & NICOTINE SEGMENTATION							
LOW						0.5	2.5
HIGH/FULL FLAVOR			100.0	100.0	100.0	99.5	97.5
TOBACCO TYPE SEGMENTATION							
BLOND (AMERICAN)			63.5	68.5	70.3	74.6	77.5
BLACK			36.5	31.5	29.7	25.4	22.5
LENGTH SEGMENTATION							
70 MM AND SHORTER			0.8	0.5	0.3	0.3	0.2
80 MM TO 85 MM			99.2	99.5	99.7	99.7	99.8
PACK COUNT SEGMENTATION							
UP TO 10 CIGTS/PACK			62.8	65.6	68.8	70.4	72.4
20 CIGTS/PACK			37.2	34.4	31.2	29.6	27.1
PACK TYPE SEGMENTATION							
SOFT PACK			93.0	92.0	91.3	89.2	88.5
FLIP TOP BOX			7.0	8.0	8.7	10.8	11.5

51ES8000S2

(DOMINICAN REPUBLIC)

1978

1979

1980

1981

1982

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085316

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3889.3	4017.1	3739.6	4032.2	4599.5
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)	7.81	8.08	8.35	8.64	8,90
PER CAPITA CONSUMPTION	498	497	447	466	517
POPULATION OVER 15 YR OF AGE (MILLIONS)	4.24	4.39	4.54	4.69	4.83
PER CAPITA OVER 15 YRS	917	915	824	860	952
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	31.6	---	---
% OF FEMALE POPULATION	---	---	21.9	---	---
% OF MALE POPULATION	---	---	48.6	---	---
COMPANY SHARES					
1) PROESA <i>pm</i>	74.6%	76.4	77.1	78.5	77.6
2) EL PROGRESO <i>PR</i>	25.4%	23.6	22.9	21.5	22.4

*DATA: CENTRAL BANK

**MARKET PROFILE RESEARCH - PRONOS: Oct. 1980

2500085317

(ECUADOR)	1978	1979	1980	1981	1982
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BRAND FAMILY SHARES %

TRADEMARK		
BRAND NAME	OWNERSHIP	MANUFACTURER
1) LARK	FTR	TANASA
2) MARLBORO	PM	TANASA
3) FULL SPEED	EL PROG.	EL PROGRESO
4) KING	EL PROG.	EL PROGRESO
5) DORAL	EL PROG.	EL PROGRESO
6) BARONET	TAN	TANASA
7) SALEM	RJR	EL PROGRESO
8) CHESTERFIELD	FTR	TANASA
9) MONTEREY	TAN	TABEA
10) FORTUNA	TAN	TANASA
11) CAMEL	RJR	EL PROGRESO
12) WINSTON	RJR	EL PROGRESO

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	REGULAR	28.7	25.7	25.4	23.2	25.1
FILTER MENTHOL		6.1	4.9	3.6	3.6	2.9
NON-FILTER		18.3	16.9	17.8	16.9	15.6
FILTER CHARCOAL		46.9	52.5	53.2	56.3	56.4

PRICE SEGMENTATION %OFFICIAL RATE FREE RATE

PREMIUM	0.75	0.36	79.1	79.9	77.5	77.6	76.2
HIGH	0.60	0.29	1.0	1.8	2.9	3.0	5.6
MEDIUM	0.48	0.23	3.9	3.9	3.9	4.5	4.4
LOW	0.42	0.20	3.1	2.6	2.4	2.2	1.6
ECONOMY	0.27	0.13	12.9	11.8	13.3	12.7	12.2

OFFICIAL RATE 33,30

FREE RATE 70,00

TAR & NICOTINE SEGMENTATION %

MEDIUM	"	"					6.2
HIGH/FULL FLAVOR	"	"	100.0	100.0	100.0	100.0	93.8

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	87.1	88.2	86.7	87.3	87.8
BLACK	12.9	11.8	13.3	12.7	12.2

(ECUADOR)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	18.3	16.9	17.8	16.9	15.6
80 MM to 85 MM	81.7	83.1	82.2	83.1	84.4
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	22.1	20.9	21.9	21.5	20.0
FLIP TOP BOX	77.9	79.1	78.1	78.5	80.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

2500085319

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2509.3	2569.2	2468.2	2320.0	2271.8
OF WHICH LOCAL MANUFACTURE:	455.1	417.1	352.3	333.9	356.2
IMPORTED FROM: 1) TACASA	---	---	---	---	---
POPULATION TOTAL (MILLIONS)	4.6	4.7	4.8	4.9	5.0
PER CAPITA CONSUMPTION	545	547	514	473	454
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.3	2.4	2.4	2.5	2.5
PER CAPITA OVER 15 YRS	1091	1070	1028	929	908
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	---	---
% OF FEMALE POPULATION	---	18	18	17	25
% OF MALE POPULATION	---	82	82	83	75
COMPANY SHARES					
1) TABACALERA DE EL SALVADOR, S.A. DE C.V.	18.1	16.3	14.3	14.4	15.7
2) CIGARRERIA MORAZAN, S.A. DE C.V.	81.9	83.7	85.7	85.6	84.3

250085320

(EL SALVADOR)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DELTA	B.A.T.	MORAZAN	46.3	50.4	59.9	62.3	57.8
2) CASINO	B.A.T.	MORAZAN	13.3	14.1	9.8	7.0	13.3
3) DIPLOMAT 100'S	P.M.I.	TASASA	0.9	1.7	2.9	5.0	5.2
4) BARONET	P.M.I.	TASASA	6.0	5.3	3.2	2.6	4.1
5) WINDSOR	B.A.T.	MORAZAN	2.1	2.4	3.3	3.7	3.5
6) REX	B.A.T.	MORAZAN	3.7	4.2	3.8	3.5	3.3
7) CARIBE	P.M.I.	TASASA	9.2	7.8	5.7	4.2	2.8
8) MARLBORO	P.M.I.	TASASA	0.5	0.9	1.3	2.0	2.2
9) FIESTA	B.A.T.	MORAZAN	11.3	8.5	5.6	2.9	1.6
10) BILTMOR 100'S	B.A.T.	MORAZAN	0.2	0.2	0.5	2.1	1.4
11) DORADOS	B.A.T.	MORAZAN	---	---	---	0.7	1.4
12) L&M	P.M.I.	TASASA	---	---	---	---	1.1
13) POLAR	B.A.T.	MORAZAN	0.5	0.4	0.4	0.7	0.9
14) VICEROY	B.A.T.	MORAZAN	0.4	0.6	0.6	0.7	0.8
15) EMBAJADORES	B.A.T.	MORAZAN	0.4	0.4	0.4	0.3	0.2
OTHERS			5.2	3.1	2.6	2.3	0.4

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	97.2	97.8	98.1	98.2	98.3
FILTER MENTHOL	2.4	1.8	1.6	1.5	1.5
NON-FILTER	0.4	0.4	0.3	0.3	0.2

TAR & NICOTINE SEGMENTATION%

HIGH/FULL FLAVOR	100	100	100	100	100
------------------	-----	-----	-----	-----	-----

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	100	100	100	100	100
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1Z8S8000SZ

(EL SALVADOR)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	24	18	12	7	5
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	75	80	84	86	88
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	---	---	---	---	---
100 MM	1	2	4	7	7
OVER 100 MM	---	---	---	---	---
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100	100	100	100	100
PACK TYPE SEGMENTATION %					
SOFT PACK	95.5	97.5	98.4	98.4	98.3
FLIP TOP BOX	0.5	2.5	1.6	1.6	1.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500080005Z

(EL SALVADOR)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

250085323

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2.6	2.5	2.6	2.3	2.2
POPULATION TOTAL (MILLIONS)	6.4	6.6	6.8	7.0	7.2
POPULATION OVER 15 YR OF AGE (MILLIONS)	1.2	1.2	1.3	1.3	1.3
COMPANY SHARES					
1) TACASA (PMI)	47.8	46.1	44.4	44.2	43.7
2) TNSA (BAT)	52.2	53.9	55.6	55.8	56.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) RUBIOS	PMI	TACASA	38.6	38.6	38.9	37.7	37.6
2) CASINO	BAT	TNSA	18.9	19.3	19.5	18.7	18.6
3) BELMONT	BAT	TNSA	14.2	15.0	16.1	17.6	15.9
4) RECORD	BAT	TNSA	4.3	4.9	6.1	7.4	7.0
5) PLAZA	BAT	TNSA	7.4	7.1	6.7	5.5	3.8
6) VICTOR			---	---	---	---	4.8
6) MARLBORO	PMI	TACASA	0.8	1.2	1.2	1.7	2.1
7) ALAS	BAT	TNSA	3.0	2.8	2.3	1.7	1.4
8) VICEROY	BAT	TNSA	1.4	1.5	1.3	1.2	1.1
9) CARIBE	PMI	TACASA	2.3	1.8	1.4	1.1	0.8
10) OTHERS			9.1	7.8	6.5	7.4	6.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.7	94.7	94.5	94.4	94.0
FILTER MENTHOL	2.9	2.6	2.5	2.7	3.1
NON-FILTER	2.4	2.7	3.0	2.9	2.9

2500085324

(GUATEMALA)	1978	1979	1980	1981	1982
PRICE SEGMENTATION %					
PREMIUM (PRICE PER 20'S PACK	0.60	0.65	0.65	0.70	0.75
MEDIUM IN U.S. DOLLARS)	0.40	0.45	0.45	0.50	0.55
LOW	0.30	0.35	0.35	0.40	0.45
ECONOMY	0.25	0.30	0.30	0.35	0.40
TAR & NICOTINE SEGMENTATION %					
LOW	0.6	1.4	1.7	2.9	2.5
HIGH/FULL FLAVOR	99.4	98.6	98.3	97.1	97.5
TOBACCO TYPE SEGMENTATION %					
BLACK	2.2	2.6	2.8	2.8	2.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	37.7	38.5	39.2	33.1	30.2
80 mm to 85 MM	1.2	1.9	2.4	2.4	2.3
95 MM TO 99 MM	60.8	59.3	58.2	64.2	66.7
OVER 100 MM	0.3	0.3	0.2	0.3	0.8
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	98.7	98.0	97.5	97.6	97.7
FLIP TOP BOX	1.3	2.0	2.5	2.4	2.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

(GUATEMALA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085326

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	48.4	51.1	52.7	52.5	52.5
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	----	----	----	71.2	73.0
PER CAPITA CONSUMPTION	----	----	----	739.3	719.2
POPULATION OVER 15 YR OF AGE (MILLIONS)	----	----	----	40.7	40.9
PER CAPITA OVER 15 YRS	----	----	----	1290	1284
SMOKER INCIDENCE					
% OF TOTAL POPULATION	----	----	----	30	30
% OF FEMALE POPULATION	----	----	----	9	9
% OF MALE POPULATION	----	----	----	21	21
COMPANY SHARES					
1) MODERNA BAT	70.5	71.5	72.0	71.9	70.6
2) CIGATAM PM	29.5	28.5	28.0	28.1	29.4

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(MEXICO)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) RALEIGH	B.A.T.	MODERNA	22.2	24.4	24.8	26.8	27.9
2) FIESTA	B.A.T.	MODERNA	22.5	24.9	26.2	25.8	24.8
3) MARLBORO	PM	CIGATAM	2.7	4.0	5.1	7.5	9.2
4) BARONET	CIGATAM	CIGATAM	9.9	9.2	8.3	8.3	7.7
5) DELICADOS	CIGATAM	CIGATAM	7.3	6.5	5.8	6.2	6.3
6) DEL PRADO	B.A.T.	MODERNA	6.7	5.9	5.4	4.7	4.2
7) ALAS AZUL	MODERNA	MODERNA	8.3	7.1	4.7	4.3	4.1
8) VICEROY	B.A.T.	MODERNA	1.7	2.1	2.4	3.8	3.5
9) FAROS	CIGATAM	CIGATAM	4.2	3.7	3.2	3.0	3.1
10) ALAS EXTRA	MODERNA	MODERNA	---	---	1.7	1.6	1.5
11) ARGENTINOS	MODERNA	MODERNA	2.3	1.9	1.6	1.4	1.2
12) KENT	B.A.T.	MODERNA	0.8	0.9	1.0	1.0	1.0
13) SPORT SUAVES	B.A.T.	MODERNA	1.4	1.2	1.2	1.0	0.9
14) COMMANDER	PM	CIGATAM	1.1	1.0	1.0	0.9	0.9
15) WINSTON	R.J.R.	CIGATAM	1.0	1.0	0.7	0.6	0.6
16) OTHERS			7.9	6.2	6.9	3.1	3.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	74.0	77.3	79.7	81.3	81.9
FILTER MENTHOL	2.6	2.4	2.2	2.0	1.9
NON-FILTER	23.4	20.3	18.1	16.7	16.2

PRICE SEGMENTATION

HIGH	0.20¢ a 0.37¢	31.8	35.4	48.5	42.0	44.8
MEDIUM	0.13¢ a 0.16¢	45.0	44.5	43.6	41.5	39.0
LOW	0.05¢ a 0.07¢	23.2	20.1	17.9	16.5	16.2

1982 PRICE

HIGH	0.20¢ a 0.37¢
MEDIUM	0.13¢ a 0.16¢
LOW	0.05¢ a 0.07¢

8ZES8000S2

(MEXICO)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW (9.0 - 12mg. tar)	1.7	2.2	3.2	4.1	3.6
MEDIUM (13.0 - 15mg. tar)	67.8	71.3	73.2	74.4	75.9
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	30.5	26.5	23.6	21.5	20.5
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	29.7	33.7	37.0	40.7	43.6
MIXED	40.3	40.2	39.7	38.1	36.0
BLACK	30.0	26.1	23.3	21.2	20.4
LENGTH SEGMENTATION %					
70 MM AND SHORTER	33.8	33.2	33.1	34.1	34.6
71 MM TO 79 MM	13.6	12.0	10.7	10.1	10.2
80 MM to 85 MM	52.2	54.4	55.8	55.5	54.7
100MM	0.4	0.4	0.4	0.3	0.5
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	4.2	3.7	3.2	3.0	3.1
16 TO 19 CIGTS/PACK	9.4	8.4	7.5	7.1	7.1
20 CIGTS/PACK	86.4	87.9	89.3	89.9	89.8
PACK TYPE SEGMENTATION %					
SOFT PACK	4.7	5.6	6.4	7.7	9.5
FLIP TOP BOX	95.3	94.4	93.6	92.3	90.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

(MEXICO)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,053.5	1,049.1	1,070.8	1,038.6	992.8
POPULATION TOTAL (MILLIONS)	1,823.0	1,879.0	1,830.0	1,876.0	1,923.0
PER CAPITA CONSUMPTION	578	558	585	554	516
POPULATION OVER 15 YR OF AGE (MILLIONS)	979.0	1,009.0	1,036.0	1,060.0	N.A.
PER CAPITA OVER 15 YRS	1,076	1,040	1,034	980	N.A.
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	22.7	---	24.9	---
% OF FEMALE POPULATION	---	7.6	---	9.1	---
% OF MALE POPULATION	---	37.5	---	39.0	---
COMPANY SHARES					
1) TABACAL (P.M.I.)	47.0	44.7	41.8	39.1	37.8
2) TISA (B.A.T.)	53.0	55.3	58.2	60.9	62.2
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) VICEROY	(BAT)	(TISA)	25.5	26.4	26.5
2) MARLBORO	(PMI)	(TABACAL)	17.8	16.8	17.5
3) KOOL	(BAT)	(TISA)	3.2	5.8	9.0
4) MENTOLADOS	(TABACAL)	(TABACAL)	22.2	20.7	15.9
5) BELMONT	(BAT)	(TISA)	15.2	13.7	11.3
6) IMPERIAL	(BAT)	(TISA)	5.9	6.1	6.6
7) RECORD	(BAT)	(TISA)	2.6	2.4	3.3
8) MONTEREY	(TABACAL)	(TABACAL)			3.3
9) NACIONAL	(TABACAL)	(TABACAL)	4.4	4.5	3.4
10) PARLIAMENT	(PMI)	(TABACAL)	1.8	1.7	1.5
11) MERIT	(PMI)	(TABACAL)	0.5	0.5	0.6
12) OTHERS			0.9	1.4	4.4

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(PANAMA)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	68.4	66.6	68.2	68.4	69.6
FILTER MENTHOL	31.6	33.4	31.8	31.6	30.4
PRICE SEGMENTATION %					
PREMIUM (Price per 20's Pack in US\$)	0.3	0.3	0.3	0.3	0.3
HIGH	49.1	51.4	55.7	61.3	65.3
MEDIUM	42.2	39.7	34.2	25.3	21.4
LOW	8.4	8.6	9.8	13.1	13.0
TAR & NICOTINE SEGMENTATION %					
LOW (8.0-11.5)	0.8	1.1	0.9	1.1	1.6
HIGH/FULL FLAVOR (15.0-17.0)	99.2	98.9	99.1	98.9	98.4
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
80 mm to 85 MM	99.7	99.7	99.7	99.6	99.6
100 MM	0.3	0.3	0.3	0.4	0.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	12.5	30.9	36.6	40.2	43.6
20 CIGTS/PACK	87.5	69.1	63.4	59.8	56.4
PACK TYPE SEGMENTATION					
SOFT PACK	83.9	84.4	84.0	85.0	86.1
FLIP TOP BOX	16.1	15.6	16.0	15.0	13.9

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(PANAMA)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085333

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,300.0	3,200.0	3,050.0	2,900.0	2,800.0
LOCAL MANUFACTURE	2,622.3	2,529.0	2,429.0	2,300.0	2,220.0
IMPORTED FROM USA	677.7	671.0	621.0	600.0	530.0
POPULATION TOTAL (MILLIONS)	3.2	3.2	3.2	3.2	3.2
PER CAPITA CONSUMPTION	1031	1000	953	906	875
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.2	2.2	2.2	2.2	2.2
PER CAPITA OVER 15 YRS	1500	1454	1386	1318	1272
SMOKER INCIDENCE					
% OF TOTAL POPULATION	22.1%	22.1%	22.1%	22.1%	22.1%
% OF FEMALE POPULATION	12.0%	12.0%	12.0%	12.0%	12.0%
% OF MALE POPULATION	31.0%	31.0%	31.0%	31.0%	31.0%
COMPANY SHARES					
1) RJR	79.4	79.0	79.6	79.3	79.2
2) P.M.	11.4	12.1	13.7	14.6	15.1
3) AMERICAN TOBACCO	4.6	4.5	3.4	3.1	2.9
4) BROWN & WILLIAMSON	2.3	2.2	1.7	1.5	1.4
5) P. LORILLARD	2.3	2.2	1.6	1.5	1.4
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
* 1) WINSTON	RJR	RJR	65.5%	65.3%	65.0%
* 2) SALEM	RJR	RJR	12.5%	12.5%	12.5%
3) MARLBORO	P.M.	P.M.	6.3%	5.4%	5.4%
4) MERIT	P.M.	P.M.	2.2%	3.7%	5.2%
					6.0%
					6.3%

(*) Estimated

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(PUERTO RICO)

	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	83%	83%	84%	84%	84%
FILTER MENTHOL	14%	14%	14%	14%	14%
NON-FILTER	3%	3%	2%	2%	2%
PRICE SEGMENTATION %					
OVER THE COUNTER \$1.25	---	---	---	---	85%
VENDING MACHINES \$1.50	---	---	---	---	15%
TAR & NICOTINE SEGMENTATION %					
LOW	4%	6%	8%	10%	10%
FULL FLAVOR	96%	94%	92%	90%	90%
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %					
70 MM AND SHORTER	3%	3%	2%	2%	2%
80 mm to 85 MM	95%	95%	96%	96%	96%
100 MM	2%	2%	2%	2%	2%
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	15%	15%	15%	15%	15%
20 CIGTS/PACK	85%	85%	85%	85%	85%
PACK TYPE SEGMENTATION %					
SOFT PACK	23%	23%	23%	23%	23%
FLIP TOP BOX	77%	77%	77%	77%	77%

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(PUERTO RICO)

1978

1979

1980

1981

1982

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085336

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)					
OF WHICH LOCAL MANUFACTURE:	3.5	3.8	3.9	4.0	3.9
POPULATION TOTAL (MILLIONS)	2.9	2.9	2.9	2.9	2.9
PER CAPITA CONSUMPTION	1217	1319	1331	1375	1322
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.1	2.1	2.2	2.9	2.2
PER CAPITA OVER 15 YRS	1656	1795	1811	1870	1798
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	50.0%	43.0%
% OF FEMALE POPULATION	---	---	---	42.0%	41.0%
% OF MALE POPULATION	---	---	---	58.0%	59.0%
COMPANY SHARES					
1) A.H.S.A. - PM	9.4	7.8	6.7	7.8	11.8
2) MAILHOS GROUP	90.6	92.2	93.3	92.2	88.2

2500085337

(URUGUAY)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) NEVADA 80		MAILHOS GROUP	27.6	32.1	34.7	37.3	37.4
2) CORONADO 80		MAILHOS GROUP	23.9	26.9	28.0	27.7	24.9
3) LA PAZ E.		MAILHOS GROUP	10.1	8.6	7.0	5.5	5.3
4) GALAXY 80		A.H.S.A.	---	---	---	---	3.7
5) RICHMOND L. 80		MAILHOS GROUP	---	---	2.1	3.3	3.5
6) RICHMOND F. 80		MAILHOS GROUP	5.5	5.0	4.4	4.0	3.4
7) FIESTA L. 80		A.H.S.A.	---	---	---	1.9	2.5
8) RICHMOND L. 100		MAILHOS GROUP	---	---	1.8	2.5	2.3
9) LA PAZ F.		MAILHOS GROUP	2.4	2.2	2.0	1.6	1.8
10) REPUBLICANA F.		MAILHOS GROUP	4.4	3.5	2.5	1.9	1.7
11) MASTER ROJO		A.H.S.A.	4.2	3.5	2.5	1.8	1.5
12) RICHMOND		MAILHOS GROUP	3.5	2.9	2.3	1.6	1.3
13) MARLBORO 80		A.H.S.A.	---	---	---	0.4	1.1
14) GALAXY 100		A.H.S.A.	---	---	---	---	0.7
15) CORONADA U.L. 80		MAILHOS GROUP	---	---	---	---	0.7
16) OTHERS			18.4	15.3	12.7	10.5	8.2
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			78.6	84.8	86.1	89.8	90.0
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1
NON-FILTER			21.3	15.1	13.8	10.1	9.9
PRICE SEGMENTATION							
PREMIUM (PRICE PER 20'S PACK IN US\$)							
HIGH (FROM US \$0.87 - ABOVE)			2.3	2.0	4.3	6.1	6.3
MEDIUM (FROM US \$0.84 TO US \$0.86)			65.0	71.2	74.3	77.7	78.6
LOW (FROM US \$0.00 TO US \$0.83)			32.7	26.8	21.4	16.2	15.1
TAR & NICOTINE SEGMENTATION %							
		FTC-TAR					
ULTRA LOW	FROM 0 TO 6		---	---	---	---	0.9
LOW	FROM 6 TO 9		---	---	---	---	4.5
MEDIUM	FROM 10 TO 15		---	---	2.4	5.8	7.0
HIGH/FULL FLAVOR	15 - ABOVE		100.0	100.0	97.6	94.2	87.5

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(URUGUAY)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	74.1	78.4	83.0	87.0	87.2
BLACK	25.9	21.6	17.0	13.0	12.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	22.8	18.9	13.8	9.6	7.0
80 MM to 85 MM	75.0	79.1	82.1	85.8	87.9
100MM	2.2	2.0	4.1	4.6	5.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK				0.2	0.9
16 TO 19 CIGTS/PACK	14.0	11.5	10.2	7.9	7.7
20 CIGTS/PACK	85.3	87.9	89.3	91.6	91.1
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	0.7	0.6	0.5	0.3	0.3
PACK TYPE SEGMENTATION %					
SOFT PACK	100.0	100.0	100.0	95.9	96.4
FLIP TOP BOX	---	---	---	4.1	3.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(URUGUAY)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	1,056.1	965.9	795.5	682.5	674.9

2500085340

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	21,640	21,109	21,349	20,640	20,101
OF WHICH LOCAL MANUFACTURE	21,640	21,109	21,349	20,640	20,101
POPULATION TOTAL (MILLIONS)	15.1	15.6	16.0	16.5	17.0
PER CAPITA CONSUMPTION	1,409	1,416	1,308	1,247	1,186
POPULATION OVER 15 YR OF AGE (MILLIONS)	8.6	8.9	9.2	9.6	10.2
PER CAPITA OVER 15 YRS	2,475	2,471	2,270	2,153	1,971
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.6	20.6	19.6	21.4	22.1
% OF FEMALE POPULATION	44.7	44.4	44.0	42.3	41.4
% OF MALE POPULATION	55.3	55.6	56.0	57.3	58.6
COMPANY SHARES					
1) CATANA (PHILIP MORRIS)	66.1	58.4	50.0	42.6	36.1
2) BIGOTT (B.A.T.)	33.9	41.6	50.0	57.4	63.9

2500085341

(VENEZUELA)

1978

1979

1980

1981

1982

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) ASTOR	CATANA	CATANA	62.2	55.1	46.3	39.8	32.6
2) BELMONT	BIGOTT	BIGOTT	31.6	40.2	48.7	56.3	62.4
3) MARLBORO	P.MORRIS	CATANA	.9	.8	.7	.7	.6
4) VICEROY	B.A.T.	BIGOTT	1.9	1.3	.9	.7	.6

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	99.6	99.8	99.8	99.9	99.9
FILTER MENTHOL	.1	.1	.1	.1	.1
NON-FILTER	.3	.1	.1	---	---

PRICE SEGMENTATION %

	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR
PREMIUM	.49	.4	.87	.3	.93	.3	1.10	.3	1.28	.3
HIGH	.47	2.2	.81	1.9	.87	1.4	1.00	1.2	1.22	1.3
MEDIUM	.35	3.4	.70	62.2	.76	.5	.93	.3	1.10	.5
LOW	.29	60.0	---	---	.70	47.8	.87	40.8	1.00	31.8
ECONOMY	---	---	---	---	---	---	---	---	.70	2.2

TAR & NICOTINE SEGMENTATION %

ULTRA LOW (PLS SPECIFY RANGE)

LOW (Under 10.0mg/cig;Nicotine:under .70mg/cig)	1.3	1.8	1.0	.5	.4
MEDIUM (Under 10.0mg/cig;Nicotine:under .70mg/cig)	---	---	---	---	---
HIGH/FULL FLAVOR (Over 10.0mg/cig;Nicotine:over .70mg/cig)	98.7	98.2	99.0	99.5	99.6

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(VENEZUELA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	97.0	98.7	97.9	97.7	98.6
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	2.9	1.2	2.0	2.3	1.3
86 MM TO 94 MM	----	----	----	----	----
95 MM TO 99 MM	----	----	----	----	----
100MM	.1	.1	.1	----	.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	96.6	99.7	99.3	99.5	99.6
FLIP TOP BOX	3.4	.3	.7	.5	.4
SHOULDER PACK	----	----	----	----	----
SLIDE AND SHELL	----	----	----	----	----
PRINCESS PACK	----	----	----	----	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	2	2
B) RADIO	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(VENEZUELA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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CANADA

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	61,570	63,873	64,503	66,519	66,258
OF WHICH LOCAL MANUFACTURE:	99.45%	99.47%	99.51%	99.52%	99.53%
IMPORTED FROM 1) US	.45	.43	.39	.38	.37
2) OTHER	.10	.10	.10	.10	.10
POPULATION TOTAL (MILLIONS)	23.6	23.7	23.9	24.3	24.6
PER CAPITA CONSUMPTION	2608	2695	2698	2737	2693
POPULATION OVER 15 YR OF AGE (MILLIONS)	17.7	18.0	18.4	18.9	19.1
PER CAPITA OVER 15 YRS	3480	3548	3505	3507	3466
SMOKER INCIDENCE					
% OF TOTAL POPULATION	39.0%	38.6%	39.2%	37.8%	37.0%
% OF FEMALE POPULATION	36.2	36.0	36.2	35.4	35.6
% OF MALE POPULATION	41.9	41.2	42.3	40.3	38.6
COMPANY SHARES					
1) BENSON & HEDGES	12.14%	11.78%	11.36%	10.98%	10.61%
2) MACDONALD	19.12	17.40	17.61	17.27	17.53
3) ROTHMANS	26.26	25.50	24.17	23.19	22.68
4) IMPERIAL	42.18	45.08	46.65	48.37	49.02
5) BASTOS	.30	.24	.21	.19	.16

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(CANADA)	1978	1979	1980	1981	1982			
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	14.83%	16.18%	17.80%	19.78%	20.75%	
2) DU MAURIER		IMPERIAL	13.31%	14.13	14.35%	15.33	15.97	
3) EXPORT		MACDONALD	17.15	15.53	15.76	15.18	15.01	
4) CRAVEN		ROTHMAN	10.04	9.90	9.79	9.53	9.51	
5) ROTHMANS		ROTHMAN	11.34	11.02	10.12	9.84	9.43	
6) MATINEE		IMPERIAL	5.60	6.72	7.02	6.55	6.13	
7) MARK TEN		B & H	4.44	4.48	4.05	3.75	3.27	
8) BELVEDERE		B & H	3.51	3.41	3.34	3.22	3.08	
9) NUMBER 7		ROTHMAN	3.50	3.41	3.24	2.92	2.76	
10) CAMEO		IMPERIAL	3.12	2.97	2.76	2.46	2.27	
11) PETER JACKSON		IMPERIAL	2.67	2.55	2.36	2.12	1.92	
12) VANTAGE		MACDONALD	1.21	1.19	1.30	1.55	1.63	
13) BENSON & HEDGES		B & H	1.34	1.41	1.46	1.50	1.61	
14) VISCOUNT		B & H	2.10	1.83	1.55	1.36	1.36	
15) MEDALLION		IMPERIAL	.71	.89	.96	.91	.88	
MARKET SEGMENTATION %								
FILTER			95.37	96.11	96.48	96.83	97.19	
PLAIN			4.63	3.89	3.52	3.17	2.81	
PRICE SEGMENTATION %								
NO PRICE SEGMENTATION EXCEPT FOR VARIATION BETWEEN REGULAR AND K.S. FORMAT								
AVERAGE 10¢ A CARTON OR 1¢ PER PACK								
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (PLS SPECIFY RANGE)	0-5		5.13%	6.12%	6.97%	7.32	7.75%	
LOW	"	"	6-9	4.60	5.14	6.87	8.30	8.88
MEDIUM	"	"	10-15	33.62	37.32	40.43	41.82	43.63
HIGH/FULL FLAVOR	"	"	16+	56-64	51.43	45.73	42.56	39.73
TOBACCO TYPE SEGMENTATION %								
BLOND:	AMERICAN		.5	.4	.4	.4	.4	
	VIRGINIA		99.5	99.6	99.6	99.6	99.6	

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(CANADA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
71 MM TO 79 MM	47.21	47.51	49.17	50.59	50.68
80 MM TO 85 MM	50.71	50.18	48.33	46.82	46.33
100 MM TO 120 MM	2.08	2.31	2.50	2.59	2.98

PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	21.9	20.7	20.8	19.8	18.9
25 CIGTS/PACK	78.1	79.3	79.2	80.2	81.1

PACK TYPE SEGMENTATION %					
FLIP TOP BOX	12.4	12.3	11.4	10.7	10.4
SLIDE AND SHELL	87.6	87.7	88.6	89.3	89.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) NEWSPAPERS	1	1	1	1	1
B) MAGAZINES	1	1	1	1	1
C) POINT OF SALE	1	1	1	1	1
D) BILLBOARDS	1	1	1	1	1
E) SAMPLING	(12 MONTHS ON NEW INTRODUCTION ONLY)				

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	---
B) CARTONS	NO	NO	NOT ANTICIPATED WITHIN NEXT 12 MTHS		
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	---
B) CARTONS	NO	NO	NOT ANTICIPATED WITHIN NEXT 12 MTHS		
C) ADVERTISING	YES	YES	YES	YES	---

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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(CANADA)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	439.5	420.3	415.0	413.8	381.1
PIPE TOBACCO (THOUSAND KILOS)	285.7	245.1	214.9	183.6	166.4
ROLL YOUR OWN (THOUSAND KILOS)	5617.2	5197.0	4768.3	4746.3	5535.3
CHEWING TOBACCO (THOUSAND KILOS) AND SNUF (THOUSAND KILOS)	570.2	573.3	578.4	540.4	143.1

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U. S. A.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A. MARKET

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	603,089	609,894	616,710	626,476	622,306
POPULATION TOTAL (MILLIONS)	218.4	220.2	222.2	224.2	226.3
PER CAPITA CONSUMPTION	2,761	2,770	2,775	2,794	2,750
POPULATION OVER 18 YR OF AGE (MILLIONS)	155.1	157.7	160.2	162.6	164.9
PER CAPITA OVER 18 YRS	3,888	3,867	3,850	3,853	3,774
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.0	36.5	36.0	33.4	34.3
% OF FEMALE POPULATION	35.0	34.0	33.0	30.6	32.3
% OF MALE POPULATION	39.0	39.5	40.0	36.6	36.5
COMPANY SHARES					
1) R.J. REYNOLDS	32.9	32.7	32.7	33.1	33.5
2) PHILIP MORRIS	27.9	29.0	31.0	31.8	32.8
3) BROWN & WILLIAMSON	15.3	14.5	13.7	14.0	13.4
4) AMERICAN BRANDS	11.7	11.5	10.6	9.5	8.8
5) LORILLARD	9.0	9.6	9.6	9.0	8.6
6) THE LIGGETT GROUP	3.2	2.7	2.3	2.6	2.9

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(U.S.A.)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) MARLBORO		PHILIP MORRIS	16.8	17.0	17.8	18.3	19.2
2) WINSTON		R.J. REYNOLDS	14.0	13.4	13.3	13.3	13.2
3) SALEM		R.J. REYNOLDS	9.0	8.9	8.7	8.8	8.8
4) KOOL		BROWN & WILLIAMSON	9.8	9.3	8.8	8.4	8.2
5) CAMEL		R.J. REYNOLDS	4.3	4.3	4.3	4.8	4.9
6) BENSON & HEDGES		PHILIP MORRIS	4.4	4.4	4.5	4.5	4.7
7) MERIT		PHILIP MORRIS	2.9	3.7	4.2	4.5	4.5
8) PALL MALL		AMERICAN	6.1	5.6	5.1	4.7	4.3
9) KENT		LORILLARD	5.0	5.2	5.0	4.5	4.1
10) VANTAGE		R.J. REYNOLDS	3.1	3.4	3.8	3.7	3.9
11) VIRGINIA SLIMS		PHILIP MORRIS	1.6	1.8	2.3	2.5	2.5
12) NEWPORT		LORILLARD	1.4	1.6	1.9	2.2	2.4
13) CARLTON		AMERICAN	1.7	2.4	2.5	2.2	2.1
14) MORE		R.J. REYNOLDS	1.0	1.1	1.2	1.5	1.6
15) RALEIGH		BROWN & WILLIAMSON	2.0	1.9	1.8	1.7	1.6
16) OTHERS			16.9	16.0	14.8	14.4	14.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			61.6	62.4	63.3	63.7	64.1
FILTER MENTHOL			28.6	28.6	28.5	28.5	28.7
NON-FILTER			9.8	9.0	8.2	7.8	7.2
PRICE SEGMENTATION %							
HIGH			100.0%	100.0%	99.96%	99.54%	99.05%
ECONOMY			---	---	0.4%	.46%	.95%
*Economy includes all Generic packings							
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (0-6 mg. tar)			3.7	5.9	8.0	9.8	10.3
MEDIUM (7-15 mg. tar)			28.5	37.3	39.7	46.6	54.3
HIGH/FULL FLAVOR (16+ mgs.)			58.0	47.8	44.1	35.9	28.2
(does not include Non-Filter)							
TOBACCO TYPE SEGMENTATION %							
BLOND: VIRGINIA			100.0%	100.0%	100.0%	100.0%	100.0%

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(U.S.A.)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.2	3.8	3.5	3.4	3.2
80 mm to 85 MM	65.6	64.5	62.8	61.4	60.1
100 MM	28.5	30.0	31.9	33.2	34.6
OVER 100 MM (120's)	1.7	1.7	1.8	2.0	2.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	90.2	90.2	89.6	88.5	87.1
FLIP TOP BOX	9.8	9.8	10.4	11.5	12.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(U.S.A.)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	---	---	YES	---	---
B) CARTONS	---	---	YES	---	---
C) ADVERTISING	---	---	YES	---	---
SPECIFIC T&N NUMBERS ON:					
A) PACKS	---	---	NO	---	---
B) CARTONS	---	---	NO	---	---
C) ADVERTISING	---	---	YES	---	---
TAR BANDS PRINTED ON:					
A) PACKS	---	---	NO	---	---
B) CARTONS	---	---	NO	---	---
C) ADVERTISING	---	---	NO	---	---
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	4,672.7	4,265.4	3952.5	3,855.2	3,629.5
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	31,400	28,820	27,319	26,774	24,527
LITTLE CIGARS	1,553.5	1,433.3	1,415.8	1,367.7	1,265.0
ROLL YOUR OWN (THOUSAND LBS.)	3,847	3,456	3,236	3,262	3,368
CHEWING TOBACCO (THOUSAND LBS.)	80,688	87,410	91,068	90,247	87,975
SNUFF (THOUSAND LBS.)	35,909	37,379	38,671	41,974	43,870
BIDI (MILLIONS)	---	---	1,062	1,720	3,693
KRETEK (MILLIONS)	6.233	10.665	15.976	23.994	45.482

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

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